

**Subject:** Re: SWFM Marketing Ideas  
**From:** Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Date:** 03/14/2017 11:39 AM  
**To:** Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)>  
**CC:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>, Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>

Or, I can do it the following week. Your choice. I value your willingness to help us and I need to get more customers to SWFM!

On Tue, Mar 14, 2017 at 11:35 AM, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

I have a Westchester BID Board meeting that morning. I think I should NOT try to do another. Why don't you guys just lunch and I'll catch up?

On Tue, Mar 14, 2017 at 10:01 AM, Kim Sudhalter <[kim@urbanlegendpr.com](mailto:kim@urbanlegendpr.com)> wrote:

I could do Thursday. Would you be feeling up to a meeting, Don?

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**From:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>  
**Date:** Tuesday, March 14, 2017 at 7:40 AM  
**To:** <[kim.sudhalter@urbanlegendpr.com](mailto:kim.sudhalter@urbanlegendpr.com)>, Don Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
**Cc:** Miki Payne <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)>  
**Subject:** Re: SWFM Marketing Ideas

Thanks Don, Kim - I would love that. Kim - any chance you might be available tomorrow or Thursday? Don could you join too? It would be great for us all to be there and ideally before this Friday's team meet so we can weave in new ideas/budget with the team on Friday and off n rolling we go. I'm always down for lunch :) Same restaurant as last time?

Thanks you two, looking forward to meeting up,

Best,

Cynthia

On Tue, Mar 14, 2017 at 6:35 AM, Donald Duckworth  
<[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

Good Morning Cynthia...

You've met Kim Sudhalter from Melrose. She serves as our Melrose BID Marketing & Promotions Director and also for the Hollywood Farmers' Market. I believe she's also working with a new Thai Town Farmers' Market. Maybe we can get some of those vendors over to Westchester to supply Ayara.

Yesterday I was bemoaning our slow start / low attendance in Westchester and Kim offered to share her wisdom / experience. She is not looking to work with us in Westchester. She is simply offering to help.

Kim also has some insights into the highly successful Sunday Trading Post at Fairfax HS.

Would you schedule a call or lunch with Kim? (I'll buy and can attend or not.) I'm a big believer in thinking outside the box and learning from others that may have some insight we could gain from. So let's tap into Kim's insights. What do you think?

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Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

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